Innovation Promotion in Micro, Small and Medium Sized Enterprises (MSME) Programme

PN: 2013.2114.0.001

REQUEST FOR PROPOSAL

Support for Standardization, Strengthening and Setting up of model IPRFC for MSMEs

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH,
GIZ Office, B 5/1, First Floor, Safdarjung Enclave
New Delhi 110029, India

TITLE OF THE ASSIGNMENT	**Support for Standardization, Strengthening and Setting up of model IPRFC for MSMEs**
TENDER NUMBER	
CONTRACT PERIOD	October 2016-September 2017
DATE OF ISSUE	16.08.2016
CLOSING DATE	06.09.2016

Section A — Letter of Invitation

From:

Head of Procurement
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH,
GIZ Office, B 5/1, First Floor, Safdarjung Enclave
New Delhi 110029, India

To:

All Prospective Bidders

Dear Sir/Madam,

1. Office of DC MSME, Ministry of Micro Small and Medium Enterprises, Govt. of India - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are implementing a programme on "Innovation Promotion in Micro, Small and Medium Sized Enterprises".
2. GIZ invites bids from reputed and experienced consultancy firms / innovation agencies / eco-system players and similar organizations for providing the following services:

a. Support for Standardization, Strengthening and Setting up of model IPRFC for MSMEs

3. The RFP includes following documents:
   Section 1 - Letter of Invitation
   Section 2 - Instructions to Consultants & Bidding Conditions
   Section 3 - Terms of Reference
4. A firm will be selected under **Single Stage- two envelop bid on Quality-cum-Cost Based Selection (QCBS)** Method and procedures described in this RFP, in accordance with the policies of GIZ.

Yours sincerely,

Section B — Instructions to Consultants

The Consultants are invited to submit a Technical Proposal and a Financial Proposal, as specified in the Data Sheet, for consulting services required for this assignment. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Consultant. Consultants are expected to familiarize themselves with conditions and take them into account in preparing their Proposals.

1. Address, and formal requirements

Bids are to be sent to-
Head of Procurement
GIZ Office India
B 5/1, First Floor, Safdarjung Enclave,
New Delhi 110 029

Deadline for submission of bids: 17.30 hrs, 6th September 2016

Bids will not to be opened before (6th September 2016)

All copies of the bid must be submitted by courier/post/hand in letter form. The technical shall be presented in electronic format – **on separate CD** duly labeled as such. The above formal requirements regarding envelopes and marking also apply to further copies of the bid.

2. The Technical Proposal

It should include detailed working concept which allows us to examine the technical aspects in the light of the project objective (only in case, a detailed concept is not already given by GIZ). Also, if applicable, special tasks requested within the scope of the terms of reference (TOR). Technical proposals should be submitted in the following format using standard forms as outlined in **Section 4.**

1) Executive Summary
2) Profile
3) Relevant Experience
4) Technical Response
5) Description of the Team
6) Matters not appropriate in any other section

There should be no price information anywhere in the technical proposal document. Failure to comply will result in disqualification of the bid.

3. The Financial Proposal

Price quotation is to be submitted in a separate envelope together with your technical proposal and should be prepared using the Standard Formats as outlined in **Section 5**. It shall list all costs associated with the assignment – Ref Annexure (iii) of bidding conditions.

4. Material and Equipment

Details on the materials and equipment needed, generally to be procured by GIZ; the TORs for planned subcontracts, other measures as well as training planned for partner experts or staffs in the framework of preparation for the assignment are also to be provided, if needed.

5. Formation of consortium

Should you form a joint venture group or consortium, the bid must specify the members of this group/consortium and lead partner. Furthermore, the authorised representatives of the members are to be named. Furthermore, the members must declare that they are jointly and severally liable for the performance of the contract. The formation of joint ventures with a company, also invited by GIZ to submit a bid (in a two stage bid process), requires the prior written consent of GIZ.

6. Data Sheet

1.1	Name of the Client: **Deutsche Gesellschaft für Internationale Zusammenarbeit / German International Cooperation (GIZ)** Method of selection: **Single stage- two envelop ; Quality-cum-Cost Based Selection Method (QCBS)**
1.2	Financial Proposal to be submitted together with Technical Proposal: Yes Name of the assignment is: **"IPR Facilitation Centre for MSMEs"**
1.3	Proposals must remain valid 60 days after the submission date, i.e. until: **6th November 2016**

2.1	All Clarifications required by bidders with reference to this RFP may be sent latest by **26th August 2016** on the email: gtzproc@giz.de . All such queries will be compiled and a consolidated reply will be sent to all the bidders by **29th August 2016**.
3.1	Proposals shall be submitted in the following language: **English**
3.2	Consultants may associate with other Consultants: **Yes**
3.2	The estimated number of calendar-months required is **12 months** from the date of contract signing
3.3	Training is a specific component of this assignment: **Yes**
3.4	Applicable Reimbursable Expenses (1)a per diem allowance in respect of Personnel of the Consultant for every day in which the Personnel shall be absent from the home office for purposes of the Services (2)cost of necessary travel, including transportation of the Personnel by the most appropriate means of transport and the most direct practicable route (3) cost of investigations and surveys in field locations (4)cost of applicable international or local communications such as the use of telephone and facsimile required for the purpose of the Services (5) cost of printing and dispatching of the reports to be produced for the Services
3.5	Amounts payable by the Client to the Consultant under the contract to be subject to local taxation: **Yes** Service tax will be applicable as per prevailing tax law in India. As per Indian Tax Law, tax at source has to be deducted on payments to consultants, if such payments exceed Indian Rupees 30,000 p.a.

4.1	Consultant must submit the original and 1 copies of the Technical Proposal, and the original of the Financial Proposal Electronic copies of the Technical and Financial Proposal in MS Word must also be submitted on a separate CD along with the hard copy proposals
4.2	The Proposal submission address is: Head of Procurement, GIZ, B-5/1 (2nd floor), Safdarjung Enclave, New Delhi 110 029 Proposals must be submitted no later than the following date and time: ***17:30 hrs on 6th September 2016***
5.1 (a)	The number of points to be assigned to each of the staff positions or disciplines shall be determined considering the following sub-criteria and relevant percentage weights: Total weight: 100% Please refer **annex I** for detailed technical assessment grid of the offer
5.2	Financial quotes to be provided in INR
5.3	The weights given to the Technical and Financial Proposals are: Technical = 0.7 and Financial = 0.3 Total score for technical proposal will be sum of technical proposal and presentation both.
7.1	Expected date for commencement of consulting services: **17st October 2016**

Section C: Terms of Reference

Support for Standardization, Strengthening and Setting up of model IPRFC for MSMEs

1. Background

Office of DC MSME, Ministry of Micro, Small & Medium Enterprises; Government of India & Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are implementing a bilateral cooperation project- 'Innovation promotion in MSME Clusters (MSME INNO)'. This project aims to improve the local innovation ecosystem through fostering cooperation between different stakeholders and strengthening the innovation management capacity and sustainability of MSMEs in India. The project seeks to strengthen the innovation system by systematically fostering cooperation between companies, research institutions, government, service providers and larger enterprises for introduction and dissemination of new technologies, products, processes and/or business models innovation. To attain the objective of improving the innovation ecosystem MSME INNO is working with different public and private institutions which offer innovation-enabling services for the micro, small & medium enterprises. One of the planed intervention area is to advice and support various field institutions of the Ministry to introduce or improve delivery of various innovation-enabling services. As a part of the MSME INNO project, office of DC MSME and GIZ has agreed to include IPR facilitation centre – supported under NMCP IPR Scheme.

2. Context: Innovation and IPR Facilitation

In the current market driven economy, the issues of IPR have gained special importance for the Micro, Small & Medium Enterprise (MSME) sector. IPR protection plays a key role in gaining competitive advantage in terms of technological gains for achieving higher economic growth. It is felt that IPR requires greater understanding and attention by the industry, particularly the MSME sector in India. The National IP Policy, 2016 has put special emphasis on Micro Small & Medium enterprises (MSMEs). Four out of seven objectives framed in National IPR Policy are significant for MSME sector:

- Objective 1: Awareness and Outreach – To create public awareness about the economic, social and cultural benefits of IPR among all sections of society
- Objective2: Generation of IPR – To stimulate the generation of IPR
- Objective 5: Commercialization of IPR – Get value for IPR through commercialization

- Objective 7: Human Capital development – To strengthen and expand human resources, institutions and capacities for teaching, training, research and skill building in IPRs

The National IP Policy foresees a coordinated and integrated development of IP system in India and the need for a holistic approach to be taken on IP legal, administrative, institutional and enforcement related matters.

IP facilitation centre (IPFC) : Office of DC MSME has been implementing a scheme on IPR awareness since 2010. The objective of the scheme is to enhance awareness of MSME about Intellectual Property Rights (IPRs) & to take measures for protecting their ideas and business strategies. The scheme also promotes effective utilization of IPR tools by MSMEs and assists them in technology up-gradation and enhancing competitiveness. The scheme has various components; like awareness; pilot studies; trainings; facilitating interaction with international agencies etc. One of the key components is '***assistance for setting up of IP facilitation centre (IPFC) for MSME***'. This component of the scheme is designed to assist MSMEs and other prospective entrepreneurs to have an access to best practices for identification, protection and management of IPR as a business tool. The scheme plans to support setting up of 40 IP Facilitation Centers (IPFC) for MSME in different regions of the country. These IPFCs are expected to guide MSME and other target beneficiaries regarding utilization of IP tools and technologies for better management of their intellectual property related needs. The specific objectives of IPFCs are:

- To provide computerized facilities for searching/mapping, etc. with respect to patents, industrial designs, trade secrets, etc. and basic information to file an application for grant of patent, GI, industrial design, trademarks, etc.
- To facilitate successful transfer and commercialisation of technologies.
- To facilitate collaboration with potential clients for exploring possibilities for technology tie-ups and up-scaling needs. Building Awareness on Intellectual Property Rights
- To provide information on best IPR practices and guidance in filing applications with national/international agencies and execution of other documents concerning to licensing technology transfer agreements, etc.
- To advise beneficiaries on legal remedies available on issues such as infringement, duplication of patent/ industrial designs, etc.

Detail Guidelines of scheme available at:
http://www.dcmsme.gov.in/schemes/Revised%20IPR%20Guidelines.pdf
These centres are also expected to work in close association with the National Patent Offices/ Regional Patent Offices and other National/ International Agencies. Under the scheme Ministry,

provides a total financial support up to Rs. 65.00 lakh for establishing one IPFC. More than 30 IPFCs for MSME are already operational under the IPR schemes. However, the impact of these centres are neither visible nor been documented in a systematic way.

3. Objectives of the Assignment

Larger objective of the assignment is to facilitate development of an improved IPR Facilitation services for MSMEs in India. Main objectives are:

A. Systematic assessment and review of existing IPFCs on efficacy of their functioning and corresponding benefits to MSMEs. The efforts will be to document the key success factors as well as learning's that can be implemented in other new centers and also understand the limitations and gaps in the scheme.
B. Facilitate standardization and strengthening of 5 existing IPRFC so that they efficiently carry out tasks envisioned in the NMCP-IPR Scheme guidelines and contributes significantly with respect to the National IPR Policy 2016 objective 1, 2, 5 & 7
C. Support setting up and operationalization of "model" IPRFC at 3 Technology Centre/Tool Room

4. Scope of Services & Deliverables

4.1. Phase I (4 Month)

Analysis, Assessment, Development of recommendation and Implementation Plan

Tasks:

- **Preparatory**

- Review of the IPR scheme documents; reports of IPFCs; Secondary/online research of existing IPFCs and their performance and meeting/telephonic discussion with concerned officials of IPFC and the Ministry.
- Meeting with officials from office of DC MSME to clearly understand their perspective & vision of IPRFCs.
- Visit to 2-3 IPR Facilitation Cell (funded under NMCP- IPR schemes) to understand their functioning, service portfolio, constraints etc.
- Visit Patent Facilitation cell funded under TIFAC and understand their service offering and functioning
- Conduct secondary research on international examples (e.g Germany, UK and Europe) of patent facilitation centres /services- with focus on MSMEs and develop an understanding regarding their functions, services offered, funding pattern.

- **Assessment and Analysis:**

- Systemic assessment and analysis of existing IPRFC through collection of information and data. The data collection tools should include different elements such as outreach, impact, success factors, constraints, services offered and activities undertaken in last 2 years. The data collection sheets will be uploaded by the Ministry on its website and respective IPFCs will be asked to feed in the info within stipulated time. Once info is collected; consultant will assess, analyse and summarize the findings into a report which provides an overview of the existing IPFCs as well as would outline area of support for standardization and strengthening.

- **Draft outline of '*model*' IPFC and Implementation Plan**

- The consulting agency will also prepare an outline of a 'model' IPFC. This document to be used as a guide for establishing new IPRFCs as well as standardization of exiting IPRFC- and should address all the aspects of establishing, operationalizing & monitoring IPRFCs (system & processes, service portfolio, activity plan, marketing and outreach plan, possible partners, revenue model & sustainability plan etc.) taking into account the learning derived from primary and secondary research and comparison of the findings between national and international practices. This will be a comprehensive document that shall have two fold function; one, to be used as a guide to establish new IPRFCs; and two, should help existing centres in improving its functions. The document will address all the aspects of establishing, operationalizing & monitoring IPRFCs. The document shall describe & detail out the mission& objectives; systems and process required for effective functioning (includes manpower requirement & competencies); portfolio of services; financial plan; sustainability plan etc. The results and findings need to be presented to Office of DC MSME and other concerned stakeholders by organizing roundtable/workshops.

4.2. Deliverables Phase 1:

a) Data Collection template for assessment and analysis
b) Assessment Report of existing IPFCs based on analysis of data
c) Model and Standard IPRFC Service strategy , Delivery Model and Implementation Plan
d) Presentation of the results to office of DC MSME, Ministry of MSME (in roundtable/workshop)

Start of Phase II would be conditional subject to satisfactory completion of Phase 1 tasks and achievement of planned deliverables. Accordingly consulting agency should submit technical and financial proposal in a phase manner.

4.3. Phase II (7 Months)

Implementation, Standardization, Strengthening and Operationalization

The ***scope of work*** for the consultant agency in this phase will include supporting following areas (not limited to):

- **Exclusively for 3 model IPFC**

The consultant will provide hands on (onsite and offsite) s**upport in setting up of 3 model IPFCs** at **Bhubaneshwar, Mumbai and Aurangabad.** These centers will be hosted by respective MSME Technology Centers in these locations.

A. Defining Technical requirement such as Space and size; hardware and software; Manpower - existing level of competencies, gaps in technical expertise; Training requirement/need assessment of staff
B. Support TC in Procurement: Preparation of tender documents; procurement of hardware and software; developing Job description of human resources, if required.

- **For all 8 IPFC** (5 existing and 3 model)

Onsite and offsite support would be extended to 8 IPRFC. In addition to above 3 locations, remaining IPFCs are likely to be chosen from New Delhi, Pune, Bangalore, and Hyderabad. Complete list of IPFC is available at http://dcmsme.gov.in/IPFC.pdf Following tasks are expected to be carried out:

A. Enable design, development and adoption of standardized Systems & Processes
   - ✓ Design of standard Service offerings (core technical and service field , training areas) and sustainable business model
   - ✓ Delivery Model – what IPRFC can offer directly and what can be best achieved through information sharing and linkages
   - ✓ IPRFCs organizational chart and HR requirement
   - ✓ Outreach & marketing plan of the IPRFCs along with 1 year activity plan
   - ✓ Formats, tools and templates for collecting data for monitoring purposes
   - ✓ Establish Knowledge, Linkages and Networks (IPR lawyers, service providers, databases, online sources ; national and international expert institutions – with whom IPRFC should must have formal linkages and liaison)
   - ✓ Ensure roll out of the action plan

- **Monitor performance**
  - ✓ Compile & analyze monitoring data for performance measurement
  - ✓ Elicit feedback of stakeholders availing services- MSMEs, BMOs on a sample basis
  - ✓ Make necessary adjustments/alterations in strategy/action plan based on learnings
  - ✓ Compare progress of 6 months performance of supported IPRFCs' with the performance of other centers & sharing the same through workshops/roundtables inviting concerned stakeholders.
  - ✓

This support should lead to a significant increase in the performance of existing IPRFC from their current level of performance. Performance enhancement is expected in the following field (indicative not exhaustive)

- 20 % increase in number of SMEs
- Consultants to propose other fields – on which performance enhancement could be monitored at the end of Phase 1

4.4. Deliverables Phase 2

a. Setting up of model IPRFC in 3 Technology Centre
b. 5 IPRFC have been standardized and strengthened. Individual Report on progress made by all 5 IPRFCs to be submitted
c. Final Report (Word and PDF -25-30 page ; PPT)
d. Presentation on the overall assignment to the office of DC MSME , Ministry of MSME

5. Deliverables & Time schedule (Both Phase 1 & 2 together)

The overall time period for this assignment is expected to be 12 months. Following deliverables are expected:

e) Data collection sheet
f) Model and Standard IPRFC Service strategy and Delivery Model
g) Assessment Report of existing IPFCs based on analysis of data
h) Setting up of IPRFC in 3 Technology Centre
i) 5 IPRFC have been standardized and strengthened. Individual Report on progress made by all 5 IPRFCs to be submitted
j) Final Report (Word and PDF -20 page ; PPT)

All deliverables shall be submitted in both hard copy & soft copy. An electronic copy of each deliverable shall also be provided on a CD. The table below shows expected timelines for each deliverable. During the course of assignment, the consultant would be required to work closely with the designated personnel of MSME INNO and clarify in due time all questions and

problems that may arise. Consultant will submit monthly status reports in an agreed format to the designated contact at GIZ and might be required to give a presentation on status update of progress.

6. Eligibility criteria and expertise/skill sets required

- Consulting agency/organization should have experience in the field of private sector development specifically in the field of IPR; patent and SME promotion and development. Demonstrated Experience of IP facilitation services is essential to be eligible.
- The consultant should have demonstrated experience of undertaking similar assignment in the field of organizational study, structural and functional review and change management approach ,setting up of common service centre/organizations (e.g IPR, ICT , Design etc) targeting MSMEs
- The expert team should have professional qualification in management, organization development, patent and trademarks, economics and or sector related areas. Team is expected to consist of following skill set profile:
  - **Team Lead (1 No)** should have minimum 15 years of experience in project management, multi stakeholder consultations, strategy development. He/she should have a post graduate degree (master) in management or related fields. The expert is expected to have advisory and implementation related experience involving multiple stakeholders in areas related to specialized service delivery to MSMEs and institution building with strong analytical skills, excellent report writing and have good communications skills. This expert will be responsible for the strategic coherence, partner synergy and required to lead all key discussion with GIZ.
  - **Profile of senior experts (2 No):** The experts should have minimum 10 years of experience in designing and implementing capacity building initiatives and facilitation of workshops. He/she should hold a post graduate degree (master) in the field of management, technology, patents and trademarks or sector related areas. It is desirable that he/she has strong institutional knowledge and extensive knowledge of the Indian innovation eco-system and the MSME sector and working experience within the sector on similar assignments/ projects. A relevant network is desired. Expertise in designing capacity building initiatives and implementing and facilitating workshops is a must. Strong analytical skills, excellent report writing and good communications skills are a must. Past experience of the team members in working for Govt of India on similar assignments are an added advantage

- **Profile of the junior expert (1 No):** The junior expert should have minimum 3-5 years' experience in market research, market assessment & profiling, analytics, report-writing and a university degree in the area of market research, management or economics. The junior short-term expert will be responsible for secondary research, communication, documentation, follow-up and other operational tasks.
- **Profile of the short-term International expert:** The international short-term expert should have minimum 10 years of experience in partnership development, designing and implementing capacity building initiatives, and hold a post graduate degree in the field of management, technology or economics. The expert is expected to have professional knowledge and understanding of the public support available for SMEs in IPR field and at least 3 year working experience in any European IPR facilitation centre. The international short-term experts will be responsible for providing insights on patent facilitation centres /services- with focus on MSMEs and develop an understanding regarding their functions, services offered, funding pattern in Europe. S/he is also expected to facilitate partnerships with the international institutes and act as a facilitator.

Estimated Man-days

Expert man-days required to achieve all the tasks and deliverables are expected to be

	Team Lead		**Senior Experts**		**Junior Expert**		**International Expert**	
	Home	**Field**	**Home**	**Field**	**Home**	**Field**	**Home**	**Field (in India)**
Phase 1		2	18	8	10	0	7	0
Phase 2	8	32	24	114	20	0	5	10
Total Number	11	34	42	122	30		12	10

*Consultants are free to propose shorter /longer man-days as deemed fit by them; however any deviation in man-days would lead to proportional deviation in points during evaluation of technical proposal. Field days are days spent @ IPFC or client's site for national experts and in India for international experts. Consulting organization would be ***required to submit individual expert's timesheet for days visited at Field Locations***.

9. Other Terms & Conditions

The end-deliverable and the achievement of final milestone should be approved by GIZ as conditions for release of final payment. All the work/software/reports undertaken/developed/prepared under this assignment are the property of office of DC MSME & GIZ and cannot be used, published, copied or otherwise disseminated without prior written approval.